ad linage

Advertising pages for U.S., Canadian, and foreign consumer publications—*January*

—— Art & antiques ——

	Pages Jan. 1983	Jan. 1982
American Artist	45.7	43.6
Antiques	174.5	207.0
Art & Antiques (6X)	74.8	61.6
Art in America (11X)	82.1	113.4
Portfolio (6X)	48.5	49.0
Southwest Art	116.5	100.0
Total Group	**542.1**	**574.6**
% change	**−5.7%**	

—— Auto/cycle/rec. vehicles ——

Car & Driver	53.2	55.4
Car Collector & Car Classics	19.3	24.6
Car Craft	50.9	39.2
Cycle	35.5	54.2
Cycle Guide	26.6	38.4
Cycle World	24.4	46.4
Dune Buggies & Hot VWs	57.8	44.5
Family Motor Coaching	117.8	102.9
4 Wheel & Offroad	47.9	32.1
Four Wheeler	31.4	25.0
Hot Rod	31.6	26.0
Motorcyclist	20.8	38.2
Motor Trend	38.3	33.9
Motorhome (9X)	59.2	60.1
Pickup, Van & 4 WD	21.6	26.6
Road & Track	72.4	65.9
3 Wheeling (11X)	24.5	27.7
Trailer Life	88.1	82.4
Total Group	**821.8**	**821.5**
% change	**+0.1%**	

—— Boating & yachting ——

Boating	118.8	139.9
Chesapeake Bay	22.8	20.4
Cruising World	121.8	126.0
Lakeland Boating	40.2	44.5
Motor Boating & Sailing	143.1	132.9
Ruoder	17.4	20.6
Sail	102.8	161.1
Sea & Pacific Clipper	67.7	78.2
Trailer Boats	20.1	23.8
Yachting	195.0	269.0
Total Group	**849.7**	**1,016.4**
% change	**−16.4%**	

—— Canadian ——

L'Actualite	30.8	33.8
Chatelaine:		
English Edition A.	66.1	53.0
French Edition	55.3	44.4
Financial Post Magazine A.	17.7	21.8
Flare A.	45.6	47.6
Homemaker's Magazine	—	—
Madam Au Foyer	—	—
Macleans (52X) A.	58.5	70.8
Quest Magazine (8X) A.	—	—
Reader's Digest:		
Canadian-English A.	55.9	61.8
Canadian-French A.	52.0	65.4
Toronto Life	50.0	68.0
Total Group	**431.9**	**466.6**
% change	**−7.4%**	

—— Civic/fraternal ——

American Legion	41.2	36.7
Elks Magazine (10X)	35.4	25.7
Kiwanis Magazine	19.4	11.9
Lion	—	—
Moose Magazine	—	—
Rotarian	19.5	19.1
V.F.W. (10X)	37.9	32.1
Total Group	**153.4**	**125.5**
% change	**+22.2%**	

—— Comics ——

Archie Comic Group (6X)	—	—
DC Comics	9.0	7.0
Harvey Comic Group	—	8.0
Marvel Comic Group	10.0	10.0
Total Group	**19.0**	**25.0**
% change	**−24.0%**	

—— General ——

Air Progress	—	—
American Forests	13.8	14.1
American West (6X)	29.3	18.3
The Atlantic A.	34.5	20.1
Audubon Magazine (6X)	30.9	25.1
Bon Appetit A.	59.2	55.5
Changing Times	22.5	24.9
Cuisine Magazine	26.3	31.0
Ebony	59.8	51.3
Fifty Plus	26.7	22.5
Games	25.4	26.3
Geo	24.6	20.0
Gourmet	42.6	45.3
Harper's Magazine A.	18.6	15.0
Let's Live	71.0	72.5
Life	82.0	69.3
Modern Maturity (6X)	—	—
Money	63.8	76.0
Moneysworth (4X)	17.4	15.3
Mother Earth News (6X)	62.3	51.1
Museum (6X)	—	—
National Geographic	16.9	20.8
Natural History	34.8	31.1
Prevention	72.4	69.4
Psychology Today	17.1	37.3
Reader's Digest A.	61.0	74.7
Saturday Evening Post (9X)	46.2	47.2
Signature	37.3	47.3
Smithsonian	55.5	63.8
Success	38.3	16.5
Town & Country	75.1	63.9
Travel/Holiday	42.5	39.5
Travel & Leisure	58.7	49.9
Video	71.2	49.3
Video Review	65.0	59.7
Writers Digest	25.6	23.8
Yankee	87.2	82.0
Total Group	**1,515.4**	**1,429.7**
% change	**+5.9%**	

—— Home ——

Americana (6X)	31.2	26.3
Architectural Digest A.	76.7	75.2
Better Homes and Gardens	62.9	74.1
Colonial Homes (6X)	49.5	59.1
Country Journal	56.9	50.0
Country Living	37.6	32.5
Dallas/Ft. Worth Home & Garden	56.7	48.5
Early American Life (6X)	24.5	35.9
Family Food Garden (6X)	48.6	45.0
Family Handyman (10X) A.	62.2	62.3
Flower & Garden (6X)	—	—
Home	26.7	36.7
Homeowner's How To (6X)	30.9	27.8
Horticulture	44.6	51.1
House Beautiful	68.5	57.9
House & Garden	91.3	71.6
Houston Home/Garden	88.0	86.8
Metropolitan Home	47.5	45.8
New Shelter (9X)	53.7	42.8
1001 Home Ideas	24.8	20.8
Organic Gardening	97.7	93.8
Phoenix Home/Garden	40.9	48.2
San Diego Home/Garden	56.2	43.8
Southern Accents (4X)	—	—
Southern Living	72.4	70.9
Sunset Magazine A.	62.6	72.7
Texas Homes D.	83.6	126.8
Workbench (6X)	68.0	66.0
Total Group	**1,464.2**	**1,472.4**
% change	**−0.6%**	

—— In-flight & other passenger ——

Aboard Group (7) (4X)	40.0	35.0
Alaskafest	35.2	34.3
American Way	61.4	44.6
East/West Network:		
Amtrak Express	28.3	29.3
Continental	53.0	40.2
Eastern Review	80.0	63.2
Ozark	26.0	30.7
PSA Magazine	62.2	59.0
Pan Am Clipper	31.0	35.0
Republic Scene	36.0	—
United	64.8	50.3
USAir	41.0	32.9
Western's World	41.7	—
Halsey Publications:		
Air Cal	17.6	—
Delta Sky	46.7	39.7
Skylite (6X)	19.2	9.8
Hawaii	15.8	21.6
Pace (6X)	35.8	29.2
Spirit of Aloha	14.6	22.5
Southwest Airlines	88.8	80.0
Webb Publications:		
Frontier	36.3	43.8
Passages	36.7	29.5
TWA Ambassador	33.5	34.2
Total Group	**850.3**	**783.8**
% change	**+11.3%**	

—— Men's ——

Esquire A.	49.7	40.8
Firehouse Magazine	39.5	33.7
Gentlemen's Quarterly A.	42.3	49.4
Penthouse A.	56.9	55.3
Playboy A.	83.3	119.1
Total Group	**271.7**	**298.3**
% change	**−8.9%**	

—— Metropolitan ——

Aloha (6X)	23.8	28.5
Atlanta	38.1	68.5
Baltimore	45.5	51.3
Boston	119.8	112.3
California	32.3	42.6
Carolina Lifestyle	13.0	—
Charlotte	27.0	22.0
Chicago	86.7	106.0
Chicago's North Shore	79.8	63.5
Cincinnati	49.0	55.6
Cleveland	51.3	41.2
Coast (52X)	59.0	68.0
Columbus Monthly	37.3	54.5
Commonwealth	20.2	55.3
Connecticut	69.0	85.2
Country Magazine	19.0	17.9
County Life	40.0	—
D/Magazine, Dallas/Ft. Worth	87.5	91.4
Denver	26.8	22.2
Exclusively Yours, Wisconsin	53.7	57.1
Grand Rapids	40.2	40.7
Gulfshore Life (10X)	72.8	75.5
Honolulu	51.0	57.3
Houston City	42.3	47.4
Indianapolis	61.8	76.9
Kansas City	21.0	22.3
Long Island Life	43.0	—
Los Angeles	150.0	159.0
Louisiana Life (6X) E.	71.0	48.0
Madison	46.0	40.0
Miami	95.6	106.4
Minneapolis/St. Paul	50.5	58.8
Monthly Detroit	38.8	46.0
Nashville	49.0	35.0
New Jersey Monthly	—	—
New Mexico	21.6	26.2
Ohio	31.0	44.0
Omaha	19.1	21.0
Oregon	12.8	15.6
Orlando	63.0	66.3
Pacific Northwest (10X)	16.6	26.8
Palm Beach Life	102.5	119.9
Palm Springs Life	—	—
Philadelphia	80.0	97.8
Phoenix	86.7	85.6
Pittsburgh	36.8	35.1
St. Louis	43.0	48.3
San Diego	118.3	127.8
San Francisco	37.5	39.5
San Francisco Focus	32.8	26.6
Shenandoah/Va. Town&Country (6X)	35.2	28.8
Tampa	23.2	31.6
Tampa Bay	16.7	41.1
Texas Monthly	69.6	76.9
Twin Cities	35.4	38.0
Washington Dossier	40.3	33.5
The Washingtonian	104.0	93.0
Westchester Illustrated	—	—
Total Group	**2,718.1**	**2,955.3**
% change	**−8.0%**	

—— Movie/romance/-radio/tv ——

Macfadden's Women's Group:		
Modern Romances	20.6	22.2
Secrets	20.6	22.2
True Confessions	20.6	22.7
True Experience	20.6	22.2
True Love	20.6	22.2
True Romance	20.6	22.2
Sterling Women's Group:		
Daytime TV	30.3	29.3
Modern Screen	—	—
Movie Mirror (6X)	—	—
Photo Screen	—	—
Soap Opera Stars	24.2	25.3
TV Movie Screen	—	—
TV Picture Life	29.3	32.3
Teen Bag (6X)	2.4	5.0
Total Group	**189.2**	**202.9**
% change	**−6.8%**	

—— Music/entertainment ——

American Film (10X)	34.7	25.3
Circus Magazine	22.5	29.0
Dance Magazine	61.0	60.0
Musician	53.0	56.8
Playbill	44.3	48.3
Stereo Review	40.7	60.5
Total Group	**256.2**	**279.9**
% change	**+8.5%**	

—— Newspaper, Sun. magazines ——

Family Weekly A.	91.9	91.3
Parade	78.9	76.5
Total Group	**170.8**	**167.8**
% change	**+1.7%**	

—— Outdoor & sport ——

Alaska	31.5	40.2
The American Handgunner (6X)	37.0	34.3
American Hunter	16.2	10.2
American Rifleman	25.2	26.6
Backpacker (6X)	36.2	36.8
Bass Master (8X) A.	53.6	57.3
Bicycling (9X)	67.9	66.3
Field & Stream	54.7	51.5
Fins & Feathers A.	25.1	—
Fishing World (6X)	32.2	33.6
Florida Sportsman	61.4	62.7
Flying	20.7	37.5
Fur-Fish-Game	22.7	27.1
Golf Digest	47.5	53.3
Golf Magazine	—	—
Guns	28.3	33.0
Guns & Ammo	37.4	33.2
Outdoor Life	54.1	47.9
Petersen's Hunting	27.1	28.6
The Runner	37.0	38.2
Runner's World (13X)	32.7	27.0
Salt Water Sportsman	64.1	59.1
Shooting Times	25.5	26.8
Ski (7X) A.	83.1	86.3
Skiing (7X)	102.1	82.3
Skin Diver	62.4	60.5
Southern Outdoors (8X)	40.8	34.2
Sport	29.5	33.2
Sports Afield	62.9	67.9
Spray (10X)	—	—
Tennis	46.7	34.8
Western Outdoors (10)	22.8	30.0
World Tennis	35.1	22.2
Total Group	**1,343.5**	**1,282.7**
% change	**+4.7%**	

—— Photography ——

American Photographer	45.7	39.0
Petersen's Photographic	34.9	39.3
Popular Photography	112.2	131.6
Total Group	**192.8**	**209.9**
% change	**−8.2%**	

—— Religious ——

A.D. Magazine (10X)	—	—
BBI Jewish Monthly (10X)	15.4	22.5
Christian Herald	34.5	32.8
Christian Life	28.6	27.3
Christianity Today	55.7	60.3
Inside (4X)	77.3	71.8
Moody Monthly	50.5	66.1
Total Group	**262.2**	**280.8**
% change	**−6.6%**	

—— Science/electronic/-mechanic ——

Computers & Electronics	70.3	48.5
Creative Computing	139.7	109.8
Discover	32.4	31.6
High Technology (6X)	30.9	29.7
Mechanix Illustrated	60.0	61.7
Omni A.	49.2	48.3
Personal Computing	180.6	99.0
Popular Mechanics	72.7	80.3
Popular Science	69.5	62.6
Science Digest	32.3	29.6
Science 82	38.3	46.2
Scientific American	37.7	86.3
Technology Illustrated (6X)	71.1	37.8
Total Group	**933.7**	**771.4**
% change	**+21.0%**	

—— Women/fashion/-service ——

Bride's Magazine (6X) A.	495.0	418.0
Co-ed (10X)	22.2	24.7
Cosmopolitan A.	149.6	142.7
Essence	62.0	58.8
Family Circle A.	137.4	59.3
Glamour	98.8	83.0
Good Housekeeping A.	116.2	111.5
Handmade (4X)	—	—
Harper's Bazaar	67.1	62.4
Health	20.3	31.5
Ladies' Home Journal	74.9	49.5
Lady's Circle	9.2	6.2
Mademoiselle	70.3	75.1
McCall's	68.0	53.6
Modern Bride (6X)	398.1	422.1
Ms.	29.8	25.5
New Woman	32.3	39.8
Parents Magazine A.	53.1	57.0
Playgirl	40.9	37.9
Redbook	56.8	70.5
Self	48.7	48.9
Seventeen	61.3	65.2
Soap Opera Digest	23.3	8.5
Teen Magazine	21.2	28.0
True Story A.	41.8	35.5
Vogue	126.9	103.3
W Magazine	84.0	105.5
Weight Watchers	23.7	18.1
Woman's Day A.	64.9	67.5
The Workbasket (10X)	42.7	45.7
Working Mother	51.2	43.5
Working Woman	64.8	48.5
Total Group	**2,856.5**	**2,447.3**
% change	**+8.8%**	

—— Youth ——

Boys' Life	23.5	17.9
Campus Life	36.4	62.8
Total Group	**59.9**	**80.7**
% change	**−25.7%**	

(X) stands for the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. Combined issue in 1982. E. Combined issue in 1983. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 58)

ad linage

(Continued from Page 57)

December

— Business —

	Current month 1982	Current month 1981	Year-to-date 1982	Year-to-date 1981
Atlanta Bus. Chronicle (52X)	20.4	22.4	302.9	351.7
Barron's (52X)	140.1	160.6	2,216.7	2,082.9
Black Enterprise	45.4	55.8	607.8	566.2
Business Week (52X) A.	273.2	349.3	4,325.9	4,845.9
California Business	53.0	50.1	858.9	859.3
Capital District Bus. Review	27.0	34.2	364.8	312.2
Corporate Report/Kansas City	42.8	44.0	632.7	575.8
Corporate Report/Minnesota	60.7	74.1	956.6	996.1
Crain's Chicago Bus. (52X)	88.0	67.6	1,306.3	1,109.5
Dallas/Ft. Worth Bus. (52X)	26.8	41.0	486.1	544.1
Dun's Business Month	66.1	73.0	839.3	914.7
Financial World (24X)	47.3	52.4	895.7	950.1
Florida Trend	47.5	64.0	768.1	820.6
Forbes (26X)	264.7	197.6	2,946.4	2,765.9
Fortune (26X)	237.3	179.1	2,725.9	2,738.2
Hawaii Business	30.9	39.2	510.0	612.2
Houston Bus. Journal (52X)	204.2	219.2	2,208.1	1,955.0
Inc. Magazine A.	85.2	70.9	1,045.8	994.3
Income Opportunities (10X)	47.5	49.5	472.9	500.0
Industry Week (26X) A.	36.6	75.3	1,268.3	1,663.8
Indianapolis Business Journal	75.6	34.0	865.3	614.2
Nation's Business A.	26.3	36.0	415.4	512.5
New England Bus. (20X) B	29.8	22.3	735.3	559.8
New Orleans Citibusiness (24X)	96.8	46.2	930.6	488.4
Pacific Business News (52X)	80.8	76.6	1,093.2	1,020.1
Pittsburgh Bus. Times (52X)	42.8	24.3	554.6	113.3
St. Louis Business Journal	91.1	60.1	1,164.6	921.1
Texas Business	46.1	57.2	632.6	595.0
Venture	42.7	37.7	486.8	443.1
Total Group	**2,376.7**	**2,313.7**	**32,639.6**	**31,426.0**
% change		**+2.7%**		**+3.9%**

— Newspaper Sunday magazines* —

Arizona Republic	109.1	227.3	1,164.0	1,473.1
Boston Globe	175.9	202.4	2,166.2	2,184.6
Chicago Tribune	150.5	148.5	1,227.7	1,467.7
Cincinnati Enquirer	97.6	116.0	994.5	1,218.3
Cleveland Plain Dealer	89.1	115.3	964.0	1,232.3
Columbus Dispatch	54.7	82.6	640.9	1,055.2
Dallas Times Herald	79.4	91.0	884.4	1,060.0
Denver Post	210.5	177.2	2,296.5	1,640.5
Detroit News	98.1	143.7	1,159.1	1,590.3
L.A. Times Home Magazine	102.9	136.0	1,189.6	1,379.9
Louisville Courier-Journal	132.5	109.7	1,201.7	1,220.2
Miami Herald	70.9	97.5	746.3	1,029.6
New York News	54.8	102.3	667.1	1,199.1
New York Times Magazine	324.6	374.8	4,113.5	4,511.6
Philadelphia Inquirer	70.3	80.3	818.6	918.2
Toledo Blade Magazine	58.4	51.4	563.9	715.1
Washington Post	135.7	123.3	1,445.5	1,622.9
Total Group	**2,015.0**	**2,379.3**	**22,243.0**	**25,518.6**
% change		**−15.3%**		**−12.8%**

— Weeklies/bi-weeklies —

The Advocate (25X)	94.7	78.5	1,013.2	841.0
Army Times Military Group:				
Air Force Times (52X)	136.7	124.6	1,769.3	1,752.7
Army Times (52X)	131.9	124.7	1,730.7	1,726.7
Navy Times (52X)	156.2	149.7	2,046.4	2,026.8
The Times Magazine	9.4	15.3	174.0	206.4
AutoWeek (52X)	126.5	116.5	1,492.5	1,420.5
The Blood-Horse (52X)	475.7	528.3	6,957.2	7,023.1
Capper's Weekly (26X)	16.1	11.4	287.5	243.5
Commonweal (22X)	7.3	9.0	90.0	92.1
Golf World (43X)	46.4	46.5	786.0	787.3
Grit (52X) A.	19.5	24.7	308.4	287.1
National Review	30.1	27.4	358.9	340.0
New Republic (48X)	34.3	32.8	382.3	273.4
New York Magazine (50X)	312.4	303.0	2,544.7	2,335.5
New Yorker (52X)	323.7	395.4	3,897.4	4,306.3
Newsweek (52X) A.	269.6	237.9	2,861.3	3,129.2
People (52X)	367.7	355.1	3,565.2	3,604.4
Rolling Stone (25X)	117.5	140.2	1,100.9	1,099.2
Sporting News (52X)	49.4	30.2	666.6	559.5
Sports Illustrated (52X) A.	218.6	224.2	2,703.0	2,884.7
Time (52X) A.	202.5	225.2	2,640.7	2,907.5
Travelhost (52X) C.	2,224.0	2,459.2	30,617.8	24,169.3
TV Guide (52X) A.	215.4	226.8	3,615.8	3,563.9
Us Magazine (26X)	75.7	52.2	605.6	453.5
U.S. News & World Report (52X) A.	140.9	136.4	1,741.3	1,793.9
Total Group	**5,802.2**	**6,075.2**	**73,956.7**	**67,827.5**
% change		**−4.5%**		**+9.0%**

— Foreign —

Buenhogar:				
Central America	13.0	10.5	56.5	87.3
Chile	7.0	8.0	25.8	38.5
Colombia	54.7	81.7	701.5	709.8
Dominican Republic	17.2	24.5	160.2	145.2
Ecuador	27.2	20.5	169.3	137.7
Mexico	74.7	119.2	744.2	975.0
Peru	66.8	60.7	451.0	487.3
Puerto Rico	26.8	26.8	229.3	267.0
U.S.	11.0	11.0	92.2	104.0
Venezuela	65.8	79.5	529.7	602.7
Coqueta:				
Central America	—	—	5.0	1.0
Colombia	1.0	5.5	44.0	29.5
Mexico	4.0	13.0	71.8	116.0
Peru	—	—	5.0	—
Puerto Rico	1.0	4.0	18.0	22.5
Venezuela	7.5	7.5	71.5	96.0
Fascinacion:				
Central America	—	—	—	1.0
Colombia	11.0	18.5	121.8	132.2
Mexico	12.3	10.0	98.8	101.3
Puerto Rico	—	3.0	16.0	22.0
Venezuela	27.0	31.0	189.2	141.5
Geomundo:				
Central America	8.0	12.7	83.0	76.7
Chile	12.0	14.7	99.0	93.2
Colombia	15.5	27.5	198.3	180.0
Ecuador	8.0	9.0	66.0	63.5
Mexico	18.5	34.5	166.2	230.0
Peru	9.0	20.0	112.5	143.5
Puerto Rico	9.0	11.7	94.0	77.7
Venezuela	28.2	31.7	222.2	203.8
Hombre De Mundo:				
Central America	13.2	13.7	78.8	101.5
Chile	13.2	14.7	78.7	95.5
Colombia	28.8	35.3	188.5	223.0
Ecuador	11.7	14.7	66.5	92.0
Mexico	39.7	64.2	273.0	386.5
Peru	12.7	18.7	88.5	142.0
Puerto Rico	15.2	23.7	115.5	162.7
Venezuela	47.8	54.7	376.7	285.2
Ideas Para Su Hogar:				
Central America	—	—	9.0	9.7
Chile	1.0	1.0	11.0	14.5
Colombia	42.5	45.5	456.2	409.8
Dominican Republic	—	—	3.0	16.0
Ecuador	8.3	3.5	93.0	31.7
Mexico	31.2	34.5	302.0	298.2
Peru	13.0	20.5	170.8	191.5
Puerto Rico	1.0	2.2	21.8	42.3
Venezuela	33.5	33.3	340.2	275.8
Intimidades:				
Central America	1.0	1.0	18.0	20.0
Chile	1.0	—	7.5	2.0
Colombia	1.0	1.0	18.0	19.5
Mexico	3.5	5.0	54.0	68.0
Puerto Rico	2.0	4.0	31.0	36.5
Venezuela	3.5	8.0	66.5	129.0
Mecanica Popular:				
Argentina	12.7	16.7	113.2	160.3
Central America	22.7	25.8	215.0	262.8
Chile	10.8	10.2	89.3	82.8
Colombia	27.7	34.8	284.2	336.5
Mexico	26.0	40.5	275.5	365.0
Peru	41.8	39.3	321.3	362.0
Puerto Rico	20.3	21.8	196.3	251.0
Venezuela	35.0	42.8	323.8	367.8
The Ring en Espanol:				
Mexico	2.0	3.0	18.0	25.0
Puerto Rico	3.0	0.5	44.5	28.0
U.S.	6.0	2.0	56.5	27.0
Venezuela	2.0	3.0	35.0	37.0
Vanidades Continental:				
Central America	21.7	33.3	194.3	310.8
Chile	11.7	26.3	161.8	234.2
Colombia	111.3	138.5	1,152.0	1,176.0
Dominican Republic	38.7	34.2	345.3	302.2
Ecuador	39.2	38.3	286.2	303.2
Mexico	158.5	224.2	1,498.3	1,860.3
Peru	71.3	87.0	586.2	612.8
Puerto Rico	80.0	79.7	576.2	689.8
U.S.	76.2	62.8	669.7	527.2
Venezuela	120.2	123.3	1,045.7	1,015.7
Cosmopolitan Foreign Editions:				
Australia	109.3	100.9	885.0	768.1
Brazil	53.0	45.0	624.6	520.0
France	18.0	96.3	1,242.5	1,112.8
Germany	52.5	17.5	353.3	162.3
Great Britain	120.0	140.0	1,401.0	1,476.0
Greece	132.0	95.0	748.0	592.0
Holland	60.0	—	332.0	—
Italy	90.8	114.0	943.5	893.2
Japan	40.0	53.0	451.6	402.3
Cosmopolitan en Espanol:				
Central America	7.3	7.5	48.8	63.3
Colombia	27.2	49.5	259.2	284.0
Ecuador	4.8	4.2	38.5	29.2
Mexico	108.3	142.5	872.5	970.2
Peru	20.7	25.3	175.3	184.2
Puerto Rico	40.0	61.8	328.0	443.8
U.S. (Spanish language)	23.3	20.7	226.5	191.2
Venezuela	56.3	50.0	408.2	362.8
International Communications:				
African Business	29.5	34.5	358.9	382.9
Al-Iktissai Al-Arabi	—	—	—	—
New African	29.5	34.5	358.5	382.9
The Middle East	20.3	21.4	274.7	304.5
International Herald Tribune	76.2	88.9	1,098.7	1,103.0
International Management:				
Africa	12.7	13.0	165.2	164.8
Europe	45.7	37.0	504.3	515.2
Latin America	20.7	7.7	171.3	159.0
Middle East	25.7	21.7	253.8	236.8
Pacific	12.7	13.0	201.8	204.8
Johnston International:				
Alam Attijarat	45.2	88.4	820.6	883.9
Ejecutivo	24.2	—	140.6	—
Modern Africa	25.2	39.8	201.3	233.1
Modern Asia	20.5	34.0	412.7	582.7
Newsweek International A:				
Atlantic	72.8	73.4	1,041.1	1,106.3
Latin America	26.1	25.7	340.4	406.3
Pacific	64.3	65.7	869.9	944.6
Progreso (9X)	12.0	18.0	147.3	177.8
Reader's Digest:				
Arabic	16.0	11.5	154.5	222.5
Asian	265.3	346.5	2,462.3	2,475.7
Australian	63.7	81.8	906.1	986.4
Belgian-Flemish	72.5	108.5	893.0	1,084.5
Belgian-French	56.5	89.5	725.5	890.0
British	62.5	60.1	727.4	762.3
Chinese B.	133.0	143.0	1,152.5	1,325.0
Danish	43.8	28.5	417.1	590.9
Dutch	54.8	60.3	545.3	634.6
Finnish	46.0	45.0	633.1	595.1
French	46.3	47.8	835.6	831.4
German	72.9	87.1	875.0	899.6
Iberian	35.0	51.0	338.0	524.8
Indian-English	84.5	98.5	1,014.0	1,068.0
Indian-Hindi	4.5	25.0	173.0	318.0
Italian	66.0	60.5	727.5	681.0
Japanese	74.2	53.8	603.7	616.2
Korean	28.8	17.5	251.3	213.0
Latin American:				
Argentina	24.5	32.0	220.0	344.0
Brazil	16.0	9.0	156.3	108.8
Central American	18.5	25.0	183.5	244.0
Chile	62.5	46.0	297.5	408.0
Colombia	27.0	77.0	569.0	663.5
Ecuador	20.5	25.0	170.5	198.0
Mexico	107.1	130.0	789.5	829.1
Peru	20.5	27.0	174.0	198.5
Puerto Rico	12.0	13.5	148.5	132.5
U.P.B.	20.5	35.0	203.0	297.0
U.S. Spanish	15.5	21.5	193.0	220.5
Venezuela	38.0	38.5	297.5	290.0
New Zealand	85.0	68.5	905.0	768.8
Norwegian	62.0	43.0	569.2	578.8
Portugal	69.5	99.5	560.1	570.8
South African	85.0	118.5	1,370.0	1,212.4
Swedish	19.5	20.8	299.3	317.4
Swiss-French	39.0	34.0	421.0	450.0
Swiss-German	49.0	46.0	512.0	521.2
Time International:				
Time-Asia	99.7	93.1	1,220.9	1,187.2
Time-Atlantic	107.0	143.4	1,305.9	1,371.8
Time-Canada	120.2	132.3	1,870.9	1,864.8
Time-Latin America	70.7	68.8	847.8	996.4
Time-South Pacific	102.2	127.1	1,847.2	1,875.9
Visao (52X)	198.2	136.3	2,098.8	1,680.3
Vision/Latin America (26X) A.	55.9	76.9	491.9	575.6
Total Group	**6,197.6**	**6,930.4**	**64,355.3**	**66,548.5**
% change		**−10.6%**		**−3.3%**

DDB study shows concerns over economy

Consumers seek security

NEW YORK—Consumers in America's middle generation—the 25-to-49-year-olds—feel they're "sliding down the economic scale" faster than at any time in the past two years. Still, they are guardedly optimistic about the future, according to a Doyle Dane Bernbach study.

Conducted by DDB's research and marketing services department, the latest Trend Research in Expectations in the New Decade study found that 45% of those between the ages of 25 and 49 perceived their personal economic situation to have been better in 1982 than it was five years ago. In 1981, 52% felt better about their personal economic status. Last year, 35% found their status to be worse, compared with 27% in that category in 1981.

But "expectations for the future have in general remained fairly constant over recent years. Currently, 63% anticipate improvement in their economic situation and only 14% expect deterioration," the study said.

Not surprisingly, long-term financial security was cited as the top economic priority in the study, with job security considered more important than higher salary.

Another finding related to financial security was a greater reluctance than was detected two years ago to be in debt or to take on long-term financial obligations. One exception to this was consideration of home purchases or plans for home renewal and repair. More middle-generation consumers either were considering buying a house, buying a larger house or moving to a better neighborhood in 1982 than in 1981.

Those surveyed also were concerned particularly with health and physical fitness because, the DDB study showed, those concerns assume greater significance in a "rough, competitive economy where jobs are seen as hard to get and hard to hold."

Despite financial worries, vacation plans have not suffered, however.

This was not the case where the study dealt with going out for general entertainment. "A home-prepared meal followed by a health food snack around the videogame is the contemporary—and even cliche—alternative to restaurant and movie," the DDB study found.

For marketers, the DDB study indicates further development of products and services that improve the home environment and provide an easy commingling of home and outside services, such as banking and electronic shopping from home. But businesses such as restaurants, movies, recreational products and amusement centers will have to work harder than ever to entice consumers with benefits that can't be found at home.

The preoccupation with fitness and health augurs well for products and services such as food processors, natural food companies, pharmaceutical companies, sporting goods marketers, new-cuisine restaurants, health clubs and weight control products/programs.

Stay-at-home preferences combined with time demands also could "propel interest in buy-at-home services."

Business has to contend with increased consumer demands that goods and services "justify price premiums on the basis of value delivered," said the DDB study, the third wave of a study that first was published in August-September, 1980.

Foreign ad outlook

(Continued from Page 1)

completely recession-proof. "We'll see the brunt of the recession falling on smaller, long-established agencies that occupy the middle ground," he says. "The 'gray' agencies, not the hot shops, may be suffering."

Doyle Dane Bernbach expects real billings growth of 10% to 15%, roughly the same as last year, but international billings are taking an increasing share—now 25%—of DDB's total business. One reason for optimism is the feeling that there will be fewer devaluations this year of the kind that wiped out dollar-denominated profits in Mexico, for example.

There is no single worldwide trouble spot that all agencies are worried about. For JWT, it is Asia (a strong spot for most other U.S. multinational shops), where billings are expected to increase only 8%. For the Interpublic Group, Europe is the problem area, particularly Great Britain, where its Wasey Campbell-Ewald and McCann-Erickson agencies are fading on the country's agency billings ranking.

Interpublic's chief executive officer, Phil Geier, expects the group's international billings to grow 10% this year, more than the expected growth in U.S. billings, but Europe is expected to lag behind at 9%. Mr. Geier anticipates 12% real growth in Asia and 10% in Latin America. "We expect a very tough first half this year internationally, but coming back to normal in the second half," he said.

In Europe, DDB's senior vp-international, Clay Timon, expects a dogfight. "It's no longer an expanding pie," he said. "It's a finite pie. We expect a struggle for market share with the other multinational agencies."

TBWA's chief executive officer, Bill Tragos, whose agency billings grew 25% in local currencies but only plus-or-minus 1% in dollars last year, expects a continuing slowdown for all agencies internationally. "The tough times of 1981-82 are a permanent condition," he says.

Despite the relative strength of international markets, agencies are playing it cautious. Grey Advertising, whose net income was battered last year, is holding down expenses by not replacing workers who leave and slowing down the rate of salary increases.

U.S. consumer advertisers generally are not cutting back, but some industrial advertisers are. Westinghouse Corp. is cutting its international ad budget for power generation, transmission and distribution equipment by an average 12% (25% in Latin America), with some of that redirected to sales support. "We think 1983 will be strong, but we're acting conservatively," said John Hartman, regional manager of communications. "We're trying to be at a good fighting weight."

At the local level, the consensus is that small or medium-size agencies outside the U.S. are going to bear the brunt of the recession.

In France, where real ad spending is expected to grow only 1% this year, the multinational agencies likely will gain the largest share of that business. "The big companies like Henkel and BSN/Gervais Danone are all keeping up their ad spend. . .Our projections are for an increase of 25% this year," said Pierre de Plas, head of Doyle Dane Bernbach S.A.

But the mood, even among big agencies, is gloomy in Germany, where a federal election in March, which could replace the new conservative government with the Social Democrats, has made the outlook for consumer markets unclear. As a result, many observers are betting there will be no ad spend growth this year.

Willi Schalk, exec vp of BBDO International, says: "For the first time since World War II economic growth, advertising included, will depend on the result of [the elections]. . .But even if the conservatives win, no real growth can be expected this year."

Big advertisers in Germany like Henkel are pushing major brands hard, particularly against generics. But some are also increasing their new-product launches. "In our established markets, private consumption can't be further increased so we are thinking seriously about moving into quite new markets," said Juergen Schrader, head of Unilever in Hamburg.

Defying the trend in Europe is Great Britain. The country's advertising association—representing both agencies and advertisers—boldly predicts that ad expenditures will increase 5% after inflation this year. Saatchi & Saatchi Compton Worldwide goes even further, predicting 7% to 8% real growth for the industry.

"Consumer spending is bottoming out after a stagnant year and is starting to rise again," says Ogilvy & Mather deputy chairman Mike Chapman. Also, imports are rising and the Conservative government's tax cut program is in the works, boosting consumer spending, observers say.

Only D'Arcy-MacManus & Masius disagrees, and is planning for no real growth in ad spending in Great Britain this year. Agency officials point to disappointing market shares racked up by the new Channel 4 as evidence that over-all ad growth will not materialize this year.

The biggest disaster looming is Mexico, formerly the second-largest consumer market in Latin America, where ad expenditures are expected to fall 30% this year. With the lifting of price controls, new taxes, roaring inflation and more devaluations expected, "this is the first year we have made three budgets. . .and we are unsure about each one," says Augusto Elias, president of Publicidad Augusto Elias. "We will be placing from 5% to 10% fewer ads."

Agencies are laying off even middle managers in preparation for further downturns, partly caused by new taxes on luxury items, medicines, plane fares abroad and imported wines.

But in Brazil, the region's largest ad market, ad expenditures are still expected to outpace inflation by at least 5%. However, the impact of still-unknown conditions that the International Monetary Fund places on the next loan to Brazil is causing advertisers to hold off spending in the first part of the year. "It will be initially tough until people are secure about what is happening financially," said JWT's president in Brazil, Lee Pavao. "But who knows what will happen when we get to the middle of the year?"

The Australian and Canadian markets also are expected to grow faster than inflation, but mainly in the second half. "Clients are hedging their bets. . .to protect themselves," said John Yocum, Y&R president in Canada. Weaker shops will either go bust or try to merge, says consultant Anthony Long, who knows of three medium-size shops already seeking mergers. In an ominous sign, the 300-store Toronto Eaton Center is cutting its ad budget by 25% this year, and rerunning last year's tv commercials.

A stronger yen compared with the dollar is expected to help multinationals in Japan, but "international marketers are showing a lot of caution," said a Dentsu-Young & Rubicam executive in Tokyo.

Japan, however, is expected to escape the brunt of the worldwide recession because multinational marketers "make their decisions based on local market conditions, and Japan has a healthy economy compared with most other countries," said Ted Motoyoshi, director and board member of Tokyu Advertising.#

Contributing to this report: Sean Milmo in London, Carolyn Pfaff in Paris, Dagmar Mussey in Duesseldorf, Laurel Wentz in Sao Paulo, Letitia Baldwin in Mexico City, Jack Burton in Tokyo, Tony Thompson in Toronto and Len Blanket in Sydney.

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for the record

ROYAL CROWN COLA CO., Rolling Meadows, Ill., has prevented St. Louis-based Seven-Up Co. from using RC bottlers to distribute the new decaffeinated cola Like. A New York federal judge denied a request from Joyce Beverage of New York, a Seven-Up bottler, which sought a preliminary injunction that would forbid RC from terminating the bottler's franchise agreement when it begins distributing Like.

DIET COKE officially enters the Chicago area this week and will break with broadcast, print and couponing efforts. MZB Advertising, Chicago, will handle local promotions in behalf of the brand.

J. WALTER THOMPSON USA, New York, has been hit with a $6 million suit filed by one of its employes as a result of alleged sexual discrimination, harassment and a series of sexual assaults. The plaintiff filed six causes of action, five against a JWT employe and one against JWT, claiming it had created a situation where such incidents could occur.

DANCER FITZGERALD SAMPLE reports in "New Product News" that new items last year broke all records as entries recorded reached 1,510. The year's total was 14.7% higher than in 1981.

STEWART MITCHELL, 53, Tracy-Locke/BBDO vice-chairman, Dallas, will retire April 30. He joined T-L in 1959 as an account exec, coming from the J.M. Mathes agency in New York. Mr. Mitchell said he is retiring to pursue personal interests. The agency said it would not fill the post.

EMBASSY TELECOMMUNICATIONS has created Embassy Media to sell national ads in syndicated tv programs. Martin Ozer has been named vp, to be based in New York, from vp-sales, Times Mirror Broadcasting. Also, former Embassy Telecommunications president Robin French was named senior exec vp-Embassy Communications.

WARNER COMMUNICATIONS, New York, which just formed Home Sports Network as a regional cable network that would carry 60 Pittsburgh Pirates games, has agreed in principle to acquire a 48% interest in the Pirates team. The price reportedly is about $10 million.

JANTZEN, Portland, Ore., is interviewing at least four agencies for its $2 million casual-wear account, including O&M, Dancer Fitzgerald Sample, both of San Francisco, and Doyle Dane Bernbach and Chiat/Day, both of Los Angeles. Most advertising has been handled in-house.

PROCTER & GAMBLE has appointed Larry Dare managing director for its U.K. operations. He was general manager of the personal care products division in Canada. The current managing director, Jurgen Hintz, moves to the U.S. as manager of P&G's coffee division.

WELLS, RICH, GREENE/NORTHWEST, Seattle, is closing March 31. Hank Barber, vp-managing director, moves to senior vp-general manager of McCann-Erickson, Seattle, succeeding Charles A. Heinrich who resigned effective April 30 for "personal and professional reasons." WRG chairman Kenneth Oshan cited potential and actual conflicts between regional and national accounts as the reason for closing. Old National Bank, Spokane, and Wakefield seafood products, Bellevue, Wash., are the largest remaining clients. Billings were about $3 million.

"E.T." became the all-time U.S. box office champ, returning $194.1 million to Universal Pictures, as it passed 20th Century-Fox's "Star Wars."

ARTHUR TEMPLE has retired as vice-chairman, Time Inc., and chairman, Temple-Eastex, a wholly owned subsidiary. He remains a director of both. Time won't fill the vice-chairman post now. Succeeding him at Temple-Eastex is Joe C. Denman Jr., who remains president.

ACCOUNT ACTIVITY: Applicon, Boston, marketer of computer-aided design and manufacturing systems, to **Hill, Holliday, Connors, Cosmopulos** from in-house. . .**Sheraton Corp.**, Boston, consolidated its corporate and international account at **Creamer Inc.**, agency for the chain's corporate and North American division since 1978. Compton Advertising previously handled international. . .**Park Benziger Inc.**, recently named U.S. importer for Lanson champagne, to **Homer & Durham**, New York. . .**Borden**, Columbus, O., to **McDonald & Little**, Atlanta, for its new Lite-line snacks. . .**Lincoln Savings & Loan Assn.**, Los Angeles, is expected to award its $1 million account either to Abert, Newhoff & Burr or Carlson, Liebowitz & Olshever this week.

WORTH NOTING: Marilyn Levey, vp-advertising for Marshall Field & Co.'s Chicago division stores since 1981, was named Advertising Woman of the Year by the Women's Advertising Club of Chicago. . .**Glamour** set a newsstand sales record in 1982, selling an average 1.297 million copies each month, up 5.7% from the record set in 1981. . .**CBS Radio Network**, New York, said Super Bowl XVII will be carried by 330 stations and sponsored by 10 major advertisers. . .**McGraw-Hill** announced that four remaining shareholder class action suits, stemming from the company's rejection of a 1979 takeover bid from American Express, have been dismissed. . .**ABC-TV's** "Good Morning America" won the Nielsen week ended Jan. 14, its 50th straight week of topping NBC's "Today."